

<b>REQUEST FOR COUNCIL ACTION</b> CITY OF SAN DIEGO				CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)	
TO: CITY COUNCIL		FROM (ORIGINATING DEPARTMENT): Purchasing and Contracting		DATE: 11/6/2015	
SUBJECT: FY 2015 Business Diversity Report					
PRIMARY CONTACT (NAME, PHONE): Henry Foster,(619) 236-6055			SECONDARY CONTACT (NAME, PHONE): Claudia Abarca, (619) 236-6041		
<b>COMPLETE FOR ACCOUNTING PURPOSES</b>					
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
COST SUMMARY (IF APPLICABLE):					
<b>ROUTING AND APPROVALS</b>					
CONTRIBUTORS/REVIEWERS:		APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	
Liaison Office		ORIG DEPT.	Peralta, Kristina	11/06/2015	
		CFO			
		DEPUTY CHIEF	Villa, Ron	11/10/2015	
		COO			
		CITY ATTORNEY			
		COUNCIL PRESIDENTS OFFICE			
PREPARATION OF:	<input type="checkbox"/> RESOLUTIONS	<input type="checkbox"/> ORDINANCE(S)	<input type="checkbox"/> AGREEMENT(S)	<input type="checkbox"/> DEED(S)	
Informational report only.					
STAFF RECOMMENDATIONS: Accept staff report.					
SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)					
COUNCIL DISTRICT(S):					
COMMUNITY AREA(S):	N/A				
ENVIRONMENTAL IMPACT:	N/A				
CITY CLERK	N/A				

INSTRUCTIONS:	
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**COUNCIL ACTION  
EXECUTIVE SUMMARY SHEET  
CITY OF SAN DIEGO**

DATE: 11/6/2015

ORIGINATING DEPARTMENT: Purchasing and Contracting

SUBJECT: FY 2015 Business Diversity Report

COUNCIL DISTRICT(S):

CONTACT/PHONE NUMBER: Henry Foster/(619) 236-6055

**DESCRIPTIVE SUMMARY OF ITEM:**

Annual Citywide diversity report that provides statistical and other data regarding Capital Improvements Projects (CIP) Construction, Architectural & Engineering Consultant, and Purchasing & Contracting Goods & Services contract awards, monitoring, and programs.

**STAFF RECOMMENDATION:**

Accept staff report.

**EXECUTIVE SUMMARY OF ITEM BACKGROUND:**

The FY 2015 Business Diversity Report is attached and includes construction, consultant, and vendor contract participation statistics, programmatic updates/activities, and achievements, goals, plans for the future and compliance related activities. Departments that have contributed to the contents of the report include: Purchasing & Contracting, Public Works, and Economic Development. The report covers the period from July 1, 2014 through June 30, 2015.

**CITY STRATEGIC PLAN GOAL(S)/OBJECTIVE(S):**

Goal # 3: Create and sustain a resilient and economically prosperous City.

Objective # 3: Diversify and grow the local economy.

**FISCAL CONSIDERATIONS:** N/A

**EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):** N/A

**PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee):** N/A

**COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:** N/A

**KEY STAKEHOLDERS AND PROJECTED IMPACTS:** N/A

Peralta, Kristina

Originating Department

Villa, Ron

Deputy Chief/Chief Operating Officer



THE CITY OF SAN DIEGO  
**REPORT TO THE CITY COUNCIL**

DATE ISSUED: November 2, 2015 REPORT NO: 15-098  
ATTENTION: Budget & Government Efficiency Committee  
SUBJECT: Fiscal Year 2015 Business Diversity Annual Report

REQUESTED ACTION:

Accept staff report.

BACKGROUND:

This annual report includes construction, consultant, and vendor participation statistics, programmatic updates/activities and achievements, goals, plans for the future and compliance related activities. It also includes an executive summary and definitions of terms and/or acronyms. Three Departments have contributed to the contents of the report: Purchasing & Contracting, Economic Development, and Public Works. The report covers the period July 1, 2014 through June 30, 2015.

SUMMARY:

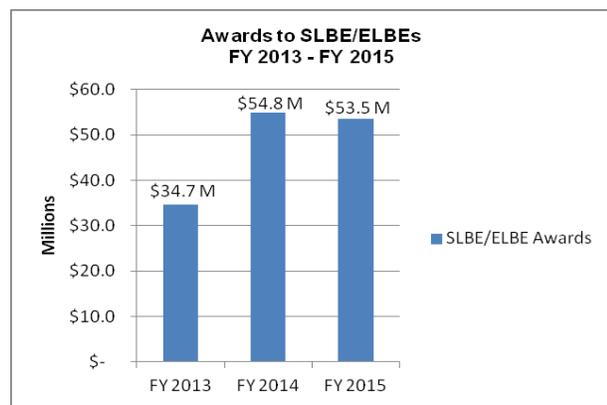
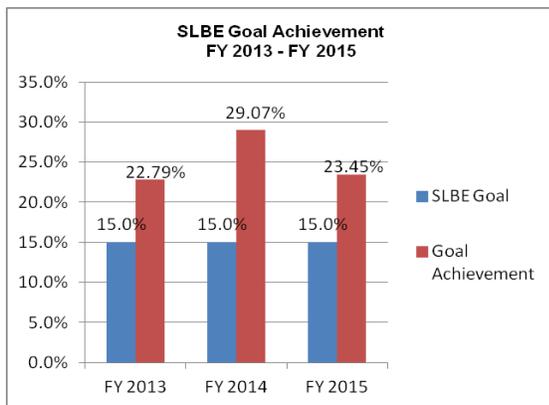
The City of San Diego expends millions of dollars annually in the procurement of goods, services, and consultants to meet the requirements of the various City departments. In an effort to stimulate opportunities for the various small and emerging local businesses, the City adopted the Small Local Business Enterprise (SLBE) Program in 2010. The program is intended to provide a race-and-gender neutral tool for the City to use in its efforts to ensure that all segments of its local business community have a reasonable and significant opportunity to participate in construction, professional and non-professional services contracts funded by City dollars. Small local businesses that are certified as SLBE/ELBE's are eligible to receive benefits such as restricted bidding, bid discounts and preference points when bidding on City contracts.

To assist in the fostering opportunities for small and local business and foster the goals of the SLBE Program, the Public Works Department established a 15% SLBE goal for its CIP Construction and A&E Consultant contracts for fiscal year 2015. Further, the Public Works department has committed to packaging as many eligible CIP projects for restricted competition to assist in creating prime contracting opportunities for certified SLBE/ELBE firms.

We have again exceeded our Annual Goal for CIP Construction Projects! After five full years of implementation and over 500 available certified firms in the City's database, the Small Local Business Enterprise (SLBE) Program has proven to be an extremely effective tool to ensure prime and subcontracting opportunities for all segments of its small local business community.

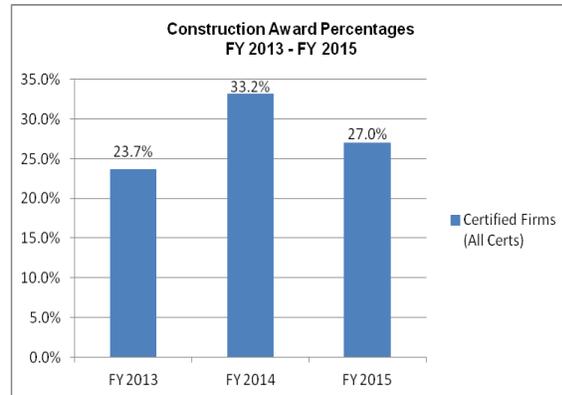
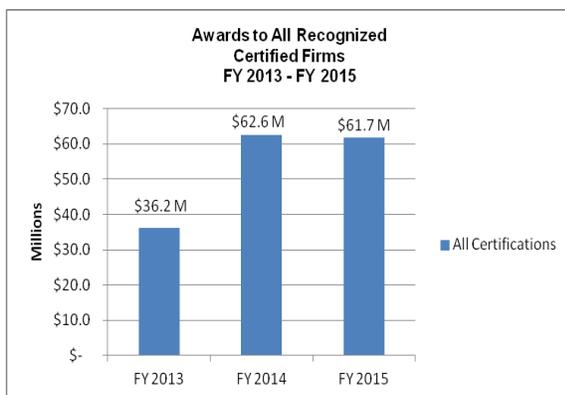
**Construction (All Certifications verified)**

Strategically packaging projects for restricted competition, establishing contract-by-contract goals and directly notifying certified firms of bid opportunities positively impacted our ability to exceed our FY 2015 SLBE goal. Total dollars awarded in FY 2015<sup>1</sup> was \$228.3 million - of that amount, \$53.5 million<sup>2</sup> or 23.4% was awarded to SLBE/ELBEs.



**Construction Dollars Awarded to All Certified Firms**

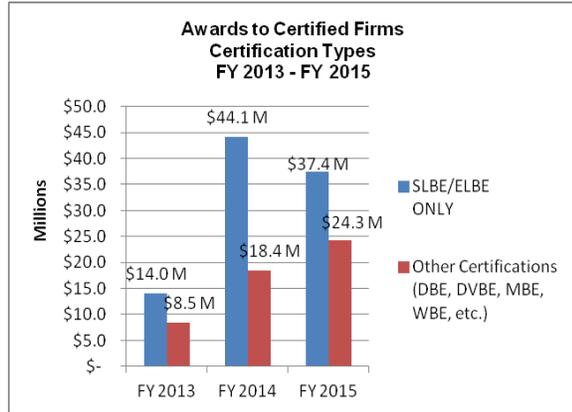
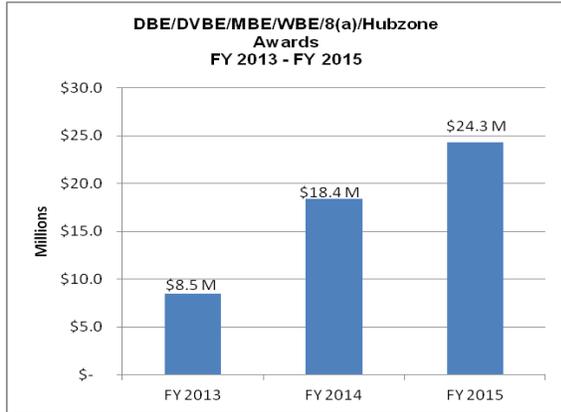
Both dollars and percentage of total dollars awarded to certified firms continues to remain in double digits. The types of certifications we recognize include: Disadvantaged Business Enterprise (DBE), Disabled Veteran Business Enterprise (DVBE), Minority Business Enterprise (MBE), and Woman Business Enterprise (WBE). Total dollars awarded to all City recognized firms was \$61.7 million (27.0%).



<sup>1</sup> Construction contracts awarded in FY 2014 totaled \$188.8 million and \$152.6 in FY 2013.

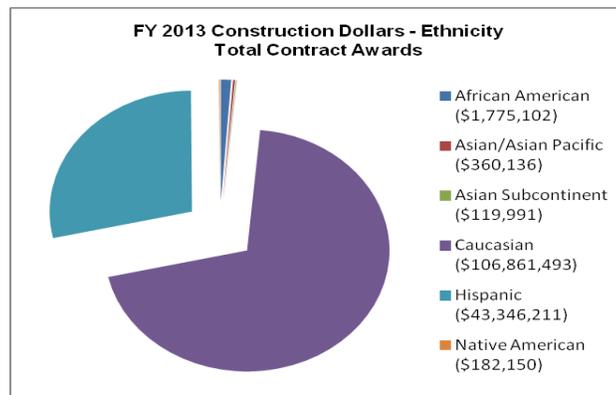
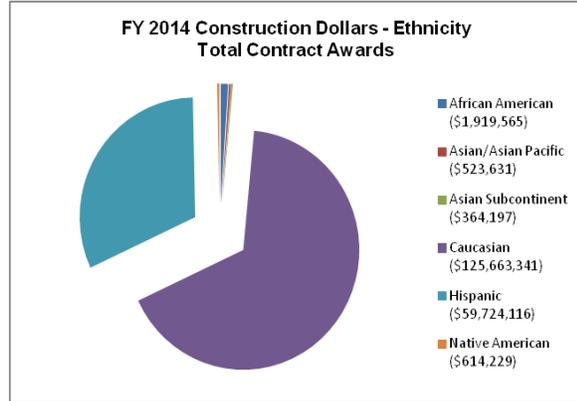
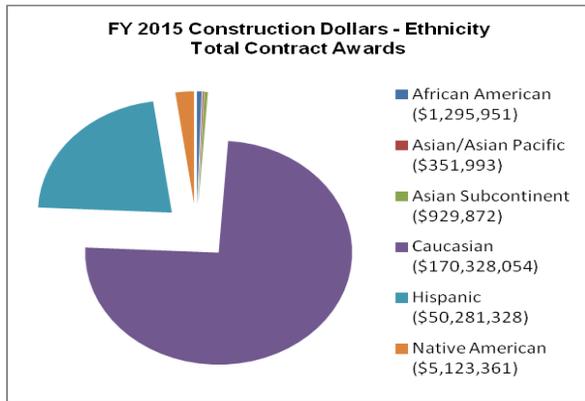
<sup>2</sup> This number includes firms with recognized certifications in addition to SLBE/ELBE.

Firms certified as DBE/DVBE/MBE/WBE<sup>3</sup> were awarded over \$24.3 million.

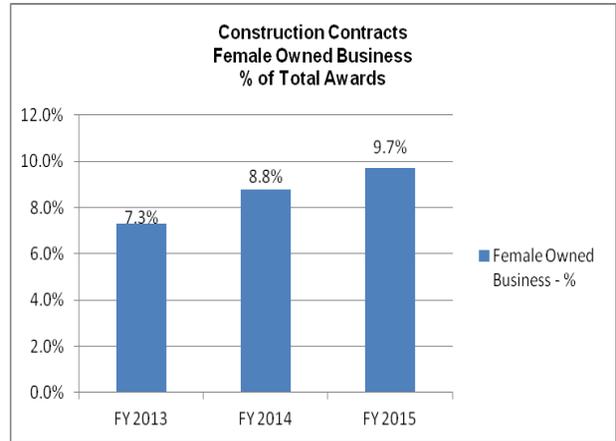
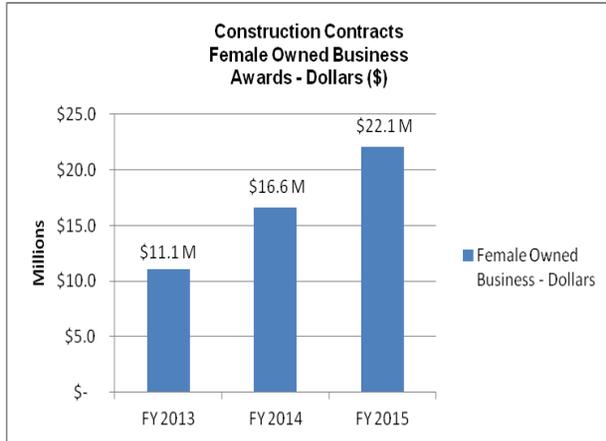


### Construction Ethnic Dollar Distribution – Gender Dollar Distribution

The diversity of awards to the various ethnic groups for Construction contracting is shown in the graphs below. Graphs for awards to female owned business indicate a positive trend over the last three fiscal years.



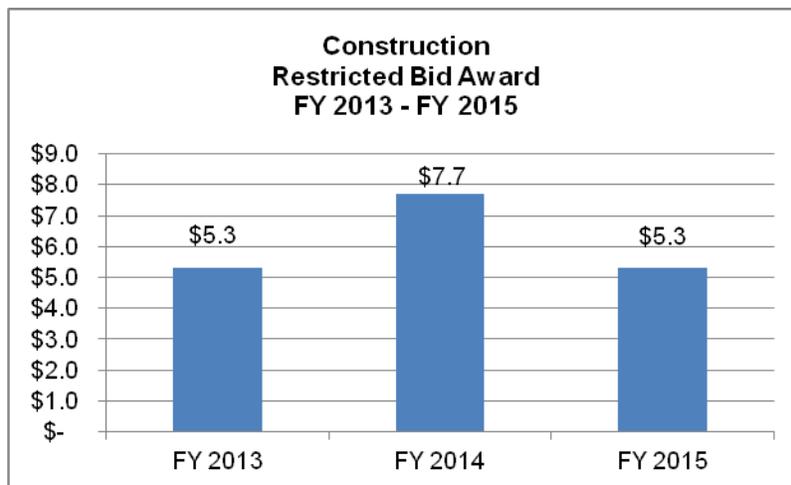
<sup>3</sup> Some firms are also certified as SLBE/ELBEs, however they are excluded from the SLBE/ELBE only column



**Restricted Competition - Construction**

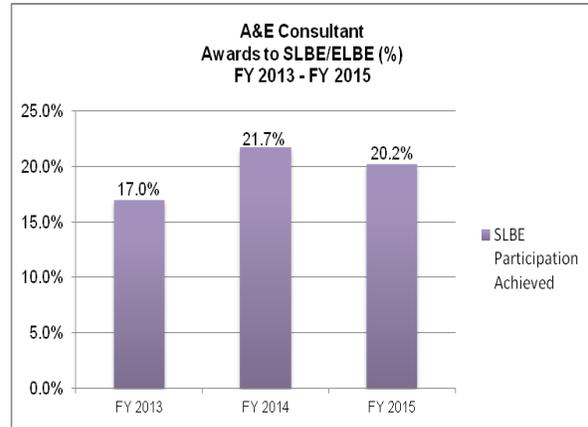
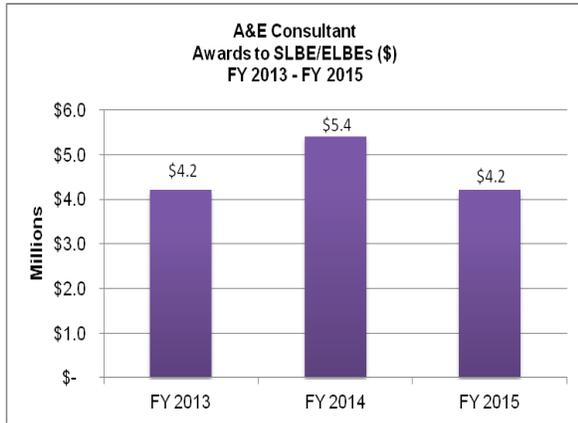
To assist in the attainment of the annual established SLBE goal, Public Works continues to package CIP projects into smaller sizes (\$500,000 and below) for restricted competition among certified SLBE/ELBE firms. During this fiscal year, 31 contracts were awarded using the restricted competition program, totaling \$5.3 million.

The chart below shows the total dollars awarded utilizing the Restricted Competition Program for fiscal years 2013-2015:

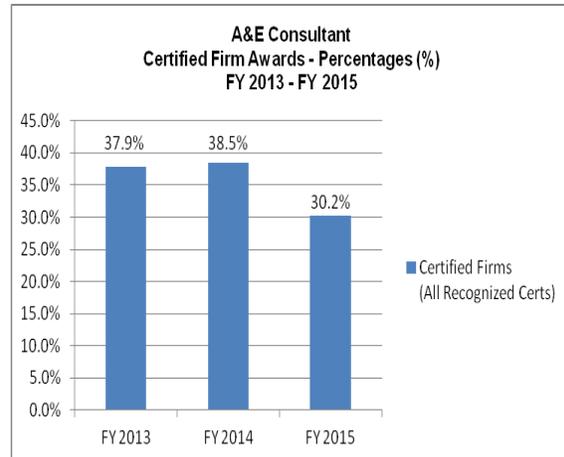
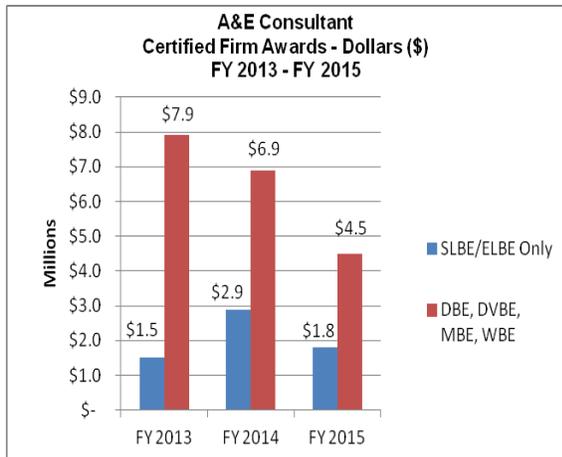


## A&E Consultants (All certifications verified)

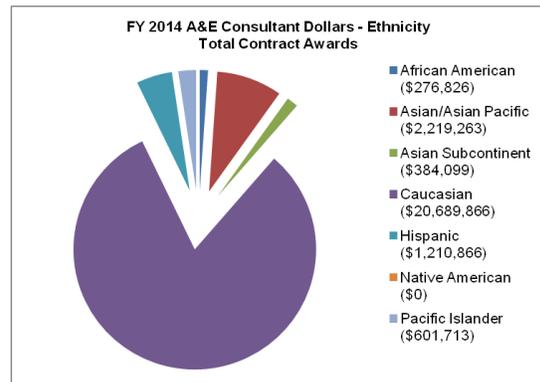
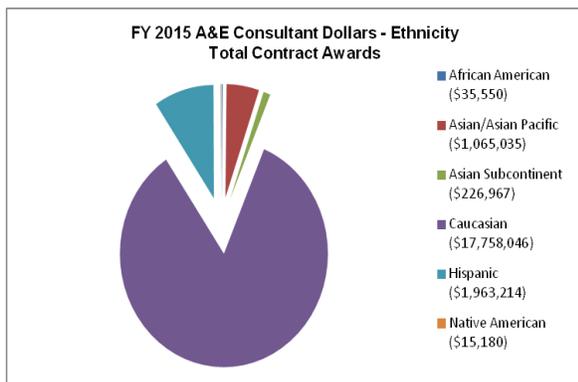
A&E consultant contracts awarded during fiscal year 2015<sup>4</sup> was \$20.9 million of which \$4.2 million went to certified SLBE or ELBE primes or subconsultants.



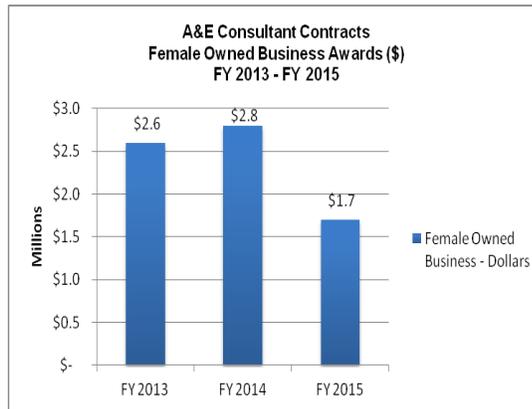
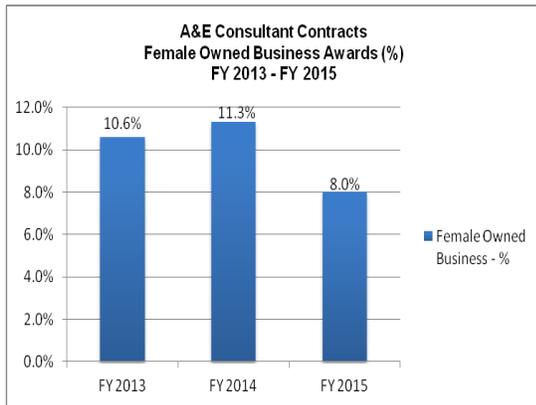
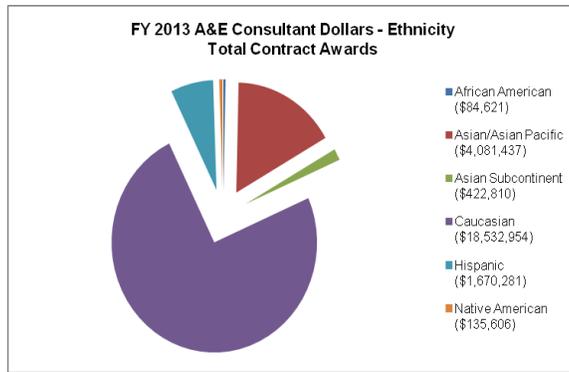
## A&E Dollars Awarded to All Certified Firms



## Ethnic/Gender Dollar Distribution

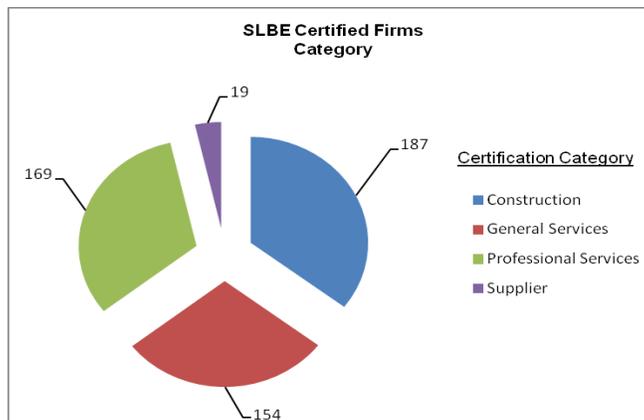


<sup>4</sup> A&E Consultant contracts awarded in FY 2014 totaled \$25.4 million and \$24.9 in FY 2013.



## SLBE Program Certifications

The City continues to process SLBE/ELBE applications. Equal Opportunity Contracting staff intakes, reviews, approves/denies applications and conducts site visits. Applications are received electronically daily, entered into our data base and reviewed for completeness. Additional information is requested by intake staff as necessary and completed applications are forwarded to the Certification Specialist for final determination. The following chart shows the current makeup for the 529 City certified firms:

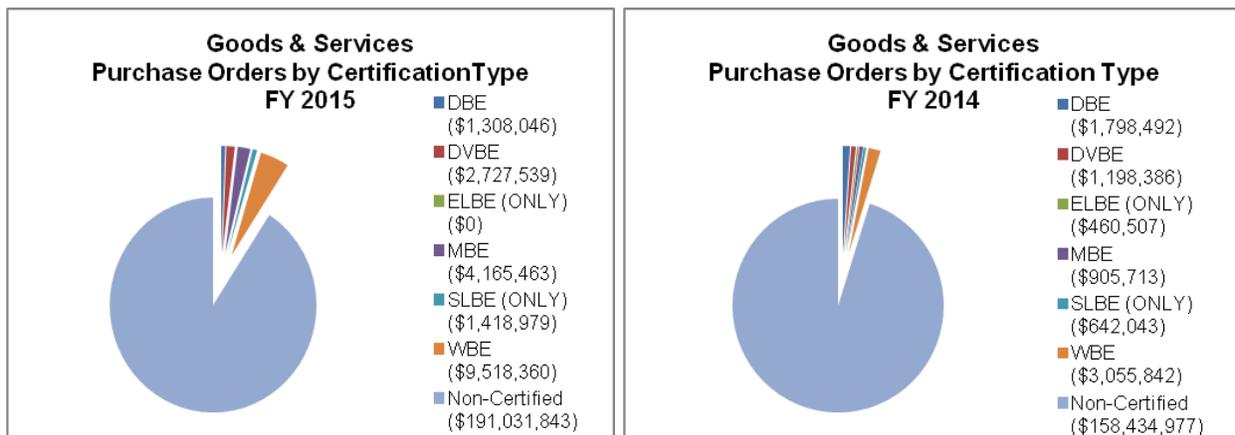


**Goods & Services**

Goods & Services statistics are depicted in the charts below. All of the City’s *Goods & Services* contracts, that were formally procured, included a 20% voluntary SLBE/ELBE goal. The total amount of Purchase Orders (POs) issued for Goods & Services was \$210.1 million – 9.1% of this total or \$19.1 million was awarded to certified DBE/DVBE/MBE/SLBE/WBE firms. This reflects an increase from 4.8% awarded to these firms in FY2014.

The Purchasing & Contracting Department is committed to exploring and facilitating more opportunities to increase awards to SLBE/ELBE and other categories of vendors for Goods and Services. A comprehensive integrated vendor registration and sourcing system, PlanetBids, was implemented in FY 14 and has significant potential to increase these opportunities.

**Distribution of POs for goods & services contracts based on Certification Type**



**Small Business Development Program**

The City of San Diego’s Small Business Development Program (Program) was launched by the Office of Small Business in 2010 to positively impact readiness levels of local small businesses to bid or respond to contracting opportunities with the City, and help identify and remove barriers to City procurement and contracting opportunities. The program was initially created to train and support local goods and service providers. Since the launch of the program, 558 businesses have been served, 139 businesses were certified in the City’s Small Local Business Enterprise Program, and participants have been awarded \$1,255,408 in City contracts.

The 2014 Small Business Development Program began as outreach to local small businesses listed in the databases of the City of San Diego, ACCION San Diego, National Latina Business Women Association, San Diego Contracting Opportunities Center, and San Ysidro Chamber of Commerce, followed by a survey to assess barriers to contracting and identify training needs. 108 businesses were selected to participate in the 2014 Program based on criteria and size standards of the City’s Small Local Business Enterprise program.

The 2014 Program offered six program orientation and training sessions, and 145 one-to-one counseling sessions were provided through the San Diego Contracting Opportunities Center. In addition, 83 businesses attended orientation sessions and/or training workshops offered throughout the program, and a “Meet the Buyers” Networking Event was hosted to give participants the opportunity to meet with the City’s Purchasing and Contracting Specialists (“Buyers”) to better understand City procurement and contracting processes. As a result of implementing the 2014 Program, and with an ambitious 10-month timeframe for firms to identify opportunities, respond to bids, and obtain contracts, **19 businesses were certified in the City’s Small Local Business Enterprise Program (4 SLBE/14 ELBE), and seven participants were successfully awarded \$352,980 in City contracts.**

### **Success Stories:**

#### 2014 Program Success Stories - Consultant Rotation List

Three companies successfully completed proposals and were selected to be included in the City’s Consultant Rotation List for Architectural and Engineering Services: **Grantham Engineering, Inc., Landmark Consulting, and TTG Environmental.**

#### 2014 Program Success Stories – Contracting

Prime and subcontracting awards (seven participants were successfully awarded eight City contracts and two purchase orders in the amount of **\$352,980**):

- 1. AirX Utility Surveyors, Inc. (SLBE)** received a \$40,000 contract award with the City for anode replacements.
- 2. Baranek Consulting Group (ELBE)** received a subcontract award of \$40,000 for City As-Needed Transportation Services.
- 3. Leopold Biological (ELBE)** will provide subconsultant services to MWH Global under an As-Needed Engineering Technical Services Consultant Contract for the City’s Pure Water San Diego Program. Leopold Biological will provide services for review of environmental constraints to support pre-design efforts and its expected level of participation would be 0.20% of \$30 million, or approximately \$60,000.
- 4. Schaefer Ecology (ELBE)** received a contract for the regulatory permitting and restoration design for a neighborhood park for the City of San Diego Engineering Department with a contract value of \$12,000.
- 5. Southland Geotechnical Consultants (ELBE)** received \$92,980 as a geotechnical sub-consultant to Psomas for geotechnical design services for the Mid-City Pipeline Phase 2
- 6. Southland Geotechnical Consultants (ELBE)** was awarded \$40,000 for subconsultant services to Simon Wong Engineering/Kleinfelder for as-needed engineering consultant water/wastewater/recycled water contract (H146292).
- 7. Star Carpet, Inc. (ELBE)** was awarded two Purchase Orders with the City for two small carpet installations at approximately \$2,000 each.

**8. TTG Environmental (ELBE)** received a subconsultant contract for \$49,000 from the City of San Diego for environmental services in support of the Otay Water Pipeline 1 and 2.

**9. TTG Environmental (ELBE)** received a subconsultant contract for \$15,000 for the City of San Diego's Parks and Recreation Department to provide environmental permitting services for Wightman Neighborhood Park.

### **Testimonials: - Small Business Development Program**

Comments from small businesses that participated in/completed the Program:

*I had no idea what to expect when I started this program but was very happy I did. I hope to start contracting with the city very soon. –Deschain Builders*

*We have learned and still learn many new methods for our firm to follow-up and get noticed, and meet the challenges of procuring projects with the City. We are very pleased that we made the commitment to the program. --Front Street Architects, LLP*

*Prime contractors are actively seeking teaming opportunities with Leopold on a regular basis. This is due to Leopold becoming an SLBE/ELBE, attending City of San Diego networking events and the SLBE goals set by the City of San Diego on their contracts. --Leopold Biological Services*

*Meet the buyers was an excellent opportunity to learn how to get work from the City. Key city personnel were available and were very open about the process and how to get work. 3*

*We have developed a strong proposal and process for identifying, teaming and/or bidding on City projects. – Landmark Consulting.*

**Results** - The 2014 Program was provided over a 10-month timeframe. From March 2014-December 2014, six program orientation and training sessions were offered, and 145 one-to-one counseling sessions were provided through the San Diego Contracting Opportunities Center. In addition, 83 businesses participated in orientation sessions and training workshops, and a "Meet the Buyers" Networking Event was hosted to give participants the opportunity to meet with the City's Purchasing and Contracting Specialists ("Buyers") to better understand City procurement and contracting processes. A&E and Construction Contracting Specialists from the City's Public Works Contracting Group were also invited to participate. Even though the timeframe was ambitious for most firms to identify opportunities, respond to bids, and obtain contracts, as a result of the 2014 program, 19 businesses were certified in the City's Small Local Business Enterprise Program, three participants were listed on the City, County, and Port's Consultant Rotation List, and seven participants were awarded \$352,980 in City contracts.

### **FY 2015 Goals under Economic Development**

- Create Small Business Development Program website to promote program and gather data from small businesses interested in participating in the program.
- Consider open enrollment to allow participants opportunity to enter program at any time throughout the program year.

- Consider increasing program term from one year (10-months) to two years to enhance and increase participant learning and development, provide more time for assistance and exploration of City contracting opportunities, and support program goals and objectives.

## **Boards and Commissions**

### **Citizens Equal Opportunity Commission (CEOC)**

The duties of the Commission include: 1) monitor and/or evaluate the Equal Opportunity Program of the City, 2) advise on a continuing basis, the Mayor, City Council, Civil Service Commission and other appropriate agencies of City government, 3) submit written reports for review by Rules Committee and City Council, 4) assist in the recruitment of competent historically under-represented individuals/businesses, women and persons with disabilities, and 5) promote the City of San Diego as an Equal Opportunity Employer of individuals and firms desiring to contract with the City. The Commission meets the first Wednesday of each month at 6 p.m. on the 12<sup>th</sup> floor of the City Administration Building. The Purchasing & Contracting Department staffs the Commission.

The Commission continues to be very active in promoting and supporting the goals and activities associated with equal opportunity in contracting. They have provided valuable input and direction on critical policy decisions that impact the program and have promoted equal opportunity citywide. During this fiscal year, the Commission worked towards achieving

- Request for Disparity Study: The Commission met with Mayoral staff to request a disparity study determine whether there is any disparate treatment of historically underutilized disadvantaged firms within City contracting awards. The request is currently being considered along with other City priorities. This request is dependent on identifiable funding.
- Review of Bid and Contracting Processes: The Commission met with Mayoral staff to discuss ongoing contracting issues and barriers that impact Small Local Business and Certified firms.

The Commission is preparing their comprehensive annual report to the Mayor and City Council.

## **Contract Compliance Activities**

### **Equal Opportunity Contracting Program (EOCP)**

The EOCP team continues to focus on compliance. Below is a chart detailing with data for FY 2013 – FY 2015:

<b>Compliance Activity</b>	<b>FY2015</b>	<b>FY2014</b>	<b>FY2013</b>
Pre-bid meetings	92	85	121
Pre-construction meetings	154	133	92
Pre-proposal meetings	30	21	29
Consultant interview panels	3	8	13

<b>Compliance Activity</b>	<b>FY2015</b>	<b>FY2014</b>	<b>FY2013</b>
RFP review	95	150	91
Project site visits	421	178	116
Employee interviews	556	222	161
Certified payrolls reviewed	8,185	3,022	2,241
\$ recovered for employees	\$62,969.43	\$300.00	\$32,002.94
SLBE documents reviewed	24	19	46
SLBE documents failed	9	8	4
Federal good faith effort documents reviewed	7	0	0
Federal good faith effort documents failed	0	0	0
EO Plans requested, received and reviewed	46	28	28
EO Plans approved	36	21	17
EO Plans pending additional information	10	7	11
Monthly Invoice Reports received and reviewed	2336	1380	1413
Final Summary Reports received and approved	70	91	81
Subcontractor payment verifications	334	0	0
\$ recovered for subcontractors	0	0	0
\$ assessed for public contract code violations	0	0	0

**Action Documents - EOC**

EOC staff reviews and approves requests for Mayor and City Council actions prior to docketing and/or contract award. This is to ensure equal opportunity requirements are followed. The following are the FY 2013 – FY 2015 statistics.

	<b><u>FY15</u></b>	<b><u>FY14</u></b>	<b><u>FY13</u></b>
<b><i>1472 – Request for Council Actions:</i></b>	<b><i>211</i></b>	<b><i>252</i></b>	<b><i>232</i></b>

(Includes review & approval of Executive Summary language, analysis of workforce report, Equal Employment Opportunity (EEO) Plan review (when required), supporting documentation (B-Page) and verification of EOC contract requirement compliance)

<b><i>1544 – Mayoral Actions:</i></b>	<b><i>75</i></b>	<b><i>89</i></b>	<b><i>94</i></b>
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(Includes analysis of workforce report, EEO Plan review (when required), supporting documentation (B-Page) and verification of EOC contract requirement compliance)

**PA 2625 – Approval of Contract Awards<sup>5</sup>:                      262                      275                      291**

(Includes analysis of workforce report, EEO Plan review (when required), supporting documentation (B-Page) and verification of EOC contract requirement compliance)

**Training - EOC**

It is important that Equal Opportunity staff keep current with contract compliance related regulations and appropriate implementation requirements. This fiscal year, staff attended Department of Transportation (Caltrans) Disadvantaged Business Enterprise (DBE) and Department of Industrial Relations (DIR) Labor Compliance trainings.

**Audits - EOC**

One project was audited during this fiscal year. The following table identifies the project, funding agency conducting the audit and the results:

DATE	AGENCY	PROJECT	RESULTS
5/4/2015	State of California (State Water Resources Control Board)	Pipeline Rehab T-1	No Findings – Davis Bacon Audit.

**Complaints (Non-Discrimination in Contracting) – San Diego Municipal Code, Article 2, Division 35 §22.3501-22.3517**

We are pleased to report that there were no formal complaints of discrimination filed in accordance with the City’s Non-Discrimination in Contracting ordinance during fiscal year 2015.

**Citywide Outreach**

The City continues to hold, support and participate in a number of outreach events to ensure all segments of our business community are aware of and providing opportunities to compete on City projects. The following are the FY15 outreach activities and/or events:

**Equal Opportunity Contracting**

Date	Event	Purpose
7/9/2014	Prevailing Wage Ordinance	Prevailing Wage Ordinance

<sup>5</sup> Data reflects a decrease in number of specific PA2625 actions, however, CIP volume increased by approximately \$40 million. Staff does anticipate an increase in activity for FY 16.

<b>Date</b>	<b>Event</b>	<b>Purpose</b>
	Training	Presentation and Training
7/10/2014	How to Do Business With City	SLBE Program Presentation and Requirements
8/4/2014	Prevailing Wage Ordinance Training	Prevailing Wage Ordinance Presentation and Training
8/20/2014	Public Agency Consortium Meeting	Meet with other agencies to discuss upcoming projects and events
8/27/2014	Small Business Council Meeting	Provide and receive Programmatic input
9/23/2014	IT- Outreach Event	Small Business networking event
9/24/2014	Operation Opportunity - Keys to Contracts	Small Business networking event/matchmaking
10/8/2014	Public Agency Consortium Meeting	Meet with other agencies to discuss upcoming projects and events
10/14/2014	How to Do Business With City	SLBE Program Presentation and Requirements
10/30/2014	Regional Procurement Conference	Meet with other agencies procurement staff
10/31/2014	Women in Business Expo	Small Business networking event
11/6/2014	2014 Construction Networking Expo	Small Business networking event
11/13/2014	SDVOB San Diego Networking Mixer	Small Business networking event
11/18/2014	Turner Construction School	SLBE Program Presentation and Requirements
12/10/2014	Public Agency Consortium Meeting	Meet with other agencies to discuss upcoming projects and events
1/22/2015	How to Do Business With City	SLBE Program Presentation and Requirements
2/11/2015	Public Agency Consortium Meeting	Meet with other agencies to discuss upcoming projects and events
2/25/2015	BCA & SDMCC SLBE Training	SLBE Program Presentation and Requirements
4/8/2015	Public Agency Consortium Meeting	Meet with other agencies to discuss upcoming projects and events
4/17/2015	North SD SBDC Meet the Buyers	Small Business networking event
4/21/2015	How to Do Business With City	SLBE Program Presentation and Requirements
4/21/2015	CPUC Small Business Expo	Small Business networking event
4/22/2015	Turner Construction School	SLBE Program Presentation and Requirements
4/22/2015	IT- Outreach Event	Small Business networking event
4/30/2015	Blue Book Network Showcase	Small Business networking event

<b>Date</b>	<b>Event</b>	<b>Purpose</b>
5/14/2015	PRISM Vendor Training	PRISM system Presentation and Training
5/27/2015	Operation Opportunity - Keys to Contracts	Small Business networking event/matchmaking
5/29/2015	Small Business Procurement Showcase	Small Business networking event/matchmaking
6/4/2015	Beyond the Basics SLBE Presentation	SLBE Program Presentation and Requirements
6/10/2015	Public Agency Consortium Meeting	Meet with other agencies to discuss upcoming projects and events
6/10/2015	SDVOB San Diego Networking Mixer	Small Business networking event
6/11/2015	How to Do Business with SDWP	Small Business networking event
6/18/2015	HDR ELBE/SLBE Outreach Event	Small Business networking event
6/18/2015	Public Works - Construction Industry Meeting	Provide and receive Programmatic input

### **Outreach & Training – Small Business Development Program/Office of Small Business**

The Small Business Ambassador promoted and provided presentations on the Small Business Development Program and City business programs, incentives and services at small business workshops, special events and forums throughout FY 2015 including:

<b>Date</b>	<b>Organization/Event</b>	<b>Activity/Presentation</b>
7/10/14 10/14/14 1/22/15 4/21/15	“How to Do Business with the City” Workshop – Purchasing & Contracting Department	Promoted and provided presentation featuring Small Business Development, Office of Small Business, and City business programs & services.
11/10/14	Small Business Outreach Event – General Services Administration Regional Administrator Ruth Cox & San Diego Regional Chamber of Commerce	Highlighted and promoted Small Business Development Program and provided overview of City small business programs.
2/12/15	UCSD Rady School of Management SD-Israel Immersion Program	Provided presentation featuring Small Business Development Program, Office of Small Business, and City businesses programs and services.

Date	Organization/Event	Activity/Presentation
4/7/15 4/14/15 4/29/15 5/8/15 5/13/15	Small Business Development Program Orientation & Training Sessions	Provided Orientation and Training Sessions for Small Business Development Program participants.
5/20/15	“Meet the Buyers” Networking Event in collaboration with City of San Diego Purchasing & Contracting Department	Planned, coordinated, and hosted special event in collaboration with Purchasing & Contracting Department for Small Business Development Program Participants

### **Purchasing & Contracting**

During Fiscal Year 2015, Purchasing & Contracting staff participated in the following outreach events/educational workshops to establish relationships and increase vendor opportunities. In addition, they hosted 6 “How to Do Business” seminars attended by approximately 105 small/local businesses.

### **Conclusion**

Our collaborative efforts have resulted in increased opportunities, additional assistance and improved processes for all segments of the small business contracting community. We are proud of the progress that has been made this fiscal year and will continue to maintain a heightened focus on equal opportunity, economic development and inclusionary business practices.

#### CITY STRATEGIC PLAN GOAL(S)/OBJECTIVE(S):

Goal # 3: Create and sustain a resilient and economically prosperous City.

Objective # 3: Diversify and grow the local economy.

FISCAL CONSIDERATIONS: N/A

EQUAL OPPORTUNITY CONTRACTING INFORMATION (if applicable): N/A

PREVIOUS COUNCIL and/or COMMITTEE ACTIONS: N/A

COMMUNITY PARTICIPATION AND OUTREACH EFFORTS: N/A

KEY STAKEHOLDERS AND PROJECTED IMPACTS: N/A



Kristina Peralta  
Interim Director, Purchasing & Contracting



Ronald H. Villa  
Deputy Chief Operating Officer

Attachments(s): 1. Definitions

## **Definitions**

***A&E Consultant*** – Architect & Engineering firms who provide consultant services to the City.

***Certified Firm*** – A firm that has been certified by either the City or an Agency accepted by the City and the certification has been verified.

***CIP*** – Capital Improvement Project.

***DBE*** – Disadvantaged Business Enterprise (certifications available).

***DVBE*** – Disabled Veteran Business Enterprise (certifications available).

***ELBE*** – City Certified Emerging Local Business Enterprise.

***EOC*** – Equal Opportunity Contracting Program.

***MBE*** – Minority Business Enterprise (certifications available).

***Restricted Competition*** – A program developed for bidding/proposing exclusively among SLBE/ELBE firms. This replaced the Minor Construction Program and has opened similar opportunities for consultants.

***SDCOC*** – San Diego Contracting Opportunities Center.

***SLBE*** – City Certified Small Local Business Enterprise.

***Title VI*** – A statute provision of the Civil Rights Act of 1964 requiring agencies receiving federal funds to ensure that no person shall, on the grounds of race, color, national origin, sex, disability or age, be excluded from participation in, be denied benefits of, or be otherwise subjected to discrimination under any program or activity it administers.

***WBE*** – Woman Owned Business Enterprise (certifications available).